

Rep Order# 9820666 Ver# 1 Status New
EC'd No

Traffic Order#

Printed: 09/17/2012 3:08 PM
Last Received: 09/17/2012 2:56 PM
Showing Buylines: All Lines

1 of 2

Station EKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product OBAMA ADD TO SKED A
Estimate# 1798
Buyer Meredith Kaufman
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1798
Flight Dates 09/18/2012 - 09/24/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ORDER. PLS CHCK AND CNF. T&R

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU-F,M	4P-5P	THE DOCTORS	:30	\$30.00	09/18-09/24	2 P4	1	2	\$60.00	
	2	TU-F,M	5P-6P	FAMILY FEUD / FAMILY FEUD	:30	\$35.00	09/18-09/24	2 P4	1	2	\$70.00	
	3	TU-F,M	7P-730P	TWO & A HALF MEN	:30	\$70.00	09/18-09/24	2 P4	1	2	\$140.00	
	4	TU-F,M	730P-8P	HOW I MET YOUR MOTHER	:30	\$70.00	09/18-09/24	2 P4	1	2	\$140.00	
	5	SA	730P-8P	HOW I MET YOUR MOTHER	:30	\$70.00	09/22-09/22	1 P	1	1	\$70.00	
	6	TU-M	10P-1035P	LOCAL NEWS AT 10P	:30	\$25.00	09/18-09/24	2 P4	1	2	\$50.00	
	7	TU-F,M	1035P-1105P	SEINFELD	:30	\$25.00	09/18-09/24	2 P4	1	2	\$50.00	
	8	TU-F,M	1105P-1135P	TWO AND A HALF MEN	:30	\$30.00	09/18-09/24	2 P4	1	2	\$60.00	
	9	TU-F,M	1135P-1205A	HOW I MET YOUR MOTHER	:30	\$30.00	09/18-09/24	2 P4	1	2	\$60.00	

change rate to \$150

offer to Web FA 1-2P
w/ 9/17 @ \$100

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---REPORT TOTALS---

Report Totals: 17 / \$700.00

---SALES MONTHLY TOTALS---

Sep 12: 17 / \$700.00

Sales Totals: 17 / \$700.00

Station Totals: 17 / \$700.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$70,000	CABL	0%	EKRC	1%	UNKN	99%	WBQC	0%	WCPO	0%
		WKRC	0%	WLWT	0%	WSTR	0%	WXIX	0%		

Books null
Demos RA35+

ORDER



Orders	Order / Rev:	57010
	Alt Order #:	09820666
	Product Desc:	OBAMA ADD TO SKED A
	Estimate:	1798
	Flight Dates:	09/18/12 - 09/24/12
	Original Date / Rev:	09/17/12 / 09/17/12
	Order Type:	GENERAL

Primary AE:	CW Cincinnati
Sales Office:	Millennium Washington DC
Sales Region:	MNAT
	National

Agency	Name:	Greer Margolis Mitchell
	Buying Contact:	
	Billing Contact:	
		1010 Wisconsin Ave
		Washington, DC 20007

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Obama/D/President
Name:	A35+
Demographic:	Presidential Elections
Product Codes:	P-4
Priority:	AGY, POL-CAND, GEN
Revenue Codes:	

New Business Thru:	
Order Separation:	00:15:00
Advertiser External ID:	
Agency External ID:	

Bill Plan					Totals				
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
08/27/12	09/24/12	17	\$700.00	\$595.00	September 2012	17	\$700.00	\$595.00	0.00
					Totals	17	\$700.00	\$595.00	0.00

Account Executives			
Account Executive	Sales Office	Sales Region	Start Date / End Date
Millennium Washington DC			Start Of Order - End Of Order
			100%

Order Share	Share	Total
CW Cincinnati	1%	\$700.00
Market	100%	\$70,000.00

Competitive Share	Share	Total
UNKNOWN	99%	\$69,300.00
WCPO	0%	\$0.00
WKRC	0%	\$0.00
WLWT	0%	\$0.00
WSTR	0%	\$0.00
WXIX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	EKRC	09/18/12	09/24/12	M-F 4p-5p M-F 4p-5p	CM	4p-5p	MTWTF--	:30	2	\$30.00	P-4	0.00	NM	2	\$60.00
THE DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 09/18/12	09/24/12	MTWTF--	2	\$30.00	0.00								
E 2	EKRC	09/18/12	09/24/12	M-F 5p-6p M-F 5p-6p	CM	5p-6p	MTWTF--	:30	2	\$35.00	P-4	0.00	NM	2	\$70.00
FAMILY FEUD / FAMILY FEUD															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 09/18/12	09/24/12	MTWTF--	2	\$35.00	0.00								
E 3	EKRC	09/18/12	09/24/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	MTWTF--	:30	2	\$70.00	P-4	0.00	NM	2	\$140.00
TWO & A HALF MEN															

